

WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Alexandria, VA 22314-1576 Contract # Schedule Dates Advertiser Agency/T-Code

Product Brand

Sales Office **Buyer Name** Phone/Fax CPE

Comments

TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6428 / 11/27/690 **Account Types** National/Political Issue - Agency Billing Type

Weekly/Irregular AM CROSSROAS :30
****** THIS IS A CASH IN ADVANCE SCHEDULE *****,

841571 09/05/12-09/13/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) American Crossroads (171747) Blair, Cheryl (2205)

Date Entered Last Modified CO-OP Headline # Order Type

Penne Marsh Νo 06225790 Normal Package Deal 15.00

07/10/12

08/29/12

\$4,969.50 \$28,160.50 Net Total

Norfolk (WVEC) (WVEC) By Broadcast Month Spots Rate Sep. 2012 39 \$33,130.00 Grand Total: \$33,130.00 39

ine	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We T	h Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	5A- 5:58A (ET)					1		1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
2.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	6P- 6:30P (ET)					1		1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
3.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	7:28P- 7:57P (ET)					1		1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
4.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	9A- 10A (ET)					1		1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
5.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- 11:35P (ET)		1					1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
6.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	5A- 5:58A (ET)		1					1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
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epted-	Agency/Advertiser:			Date:	Accepted-S	tation:							Date:	Comments:			
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B/E Bookend P/B Piggy Back

Printed At: 05:15 PM on Thursday, August 30 2012

Page 1 of 6



Contract # Schedule Dates Advertiser Agency/T-Code Product Brand Sales Office **Buyer Name** Phone/Fax

Account Types

Billing Type

Comments

841571 09/05/12-09/13/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) American Crossroads (171747) Blair, Cheryl (2205) TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6428 /

National/Political Issue - Agency

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

11/27/690

Weekly/Irregular

Date Entered 07/10/12 Last Modified 08/29/12 Penne Marsh Entered By CO-OP No 06225790 Demo Order Type Normal Package Deal 15.00 Commission \$4,969.50 Net Total \$28,160.50 Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month Spots Sep. 2012 \$33,130.00 Grand Total: \$33,130.00 39

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6P- 6:30P (ET)		1					1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
8.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:58P- 7:28P (ET)		1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	9A- 10A (ET)		1					1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
10.0	Normal Line / NCAA - FOOTBALL	09/08/12-09/08/12	9	:30	3P- 6P (ET)						1	1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L<	7/10/12
11.0	Normal Line / SPOT	09/08/12-09/08/12	4	:30	6P- 6:30P (ET)						1		\$480.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	7/10/12
11.0.1	Closed Preempt	09/08/12					1								Norfolk (WVEC) (WVEC)	S/I-Program Change/Exception - PROGRAM CHANGE/NCAA FOOTBALL	
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					COI	VEIF	<u> </u>	41	ION	\overline{C}	11 11	RACT					
cepted-	Agency/Advertiser:			Date:	Accepted-:	Station:							Date:	Comments:			

B/E Bookend P/B Piggy Back



Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Line Type / Break Type (Ref #)

Line

12.0 Normal Line / SPOT

Contract # 841571 Schedule Dates 09/05/12-09/13/12 Advertiser American Crossroads (33954) Agency/T-Code Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) Brand American Crossroads (171747) Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE **Buyer Name** Phone/Fax (202) 559-6428 / CPE 11/27/690 Account Types National/Political Issue - Agency

Weekly/Irregular

Run Times

:30 11P- 11:35P (ET)

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Billing Type

Sec Length

09/09/12-09/09/12

Last Modified 08/29/12 Penne Marsh No CO-OP Headline # 06225790 Demo Order Type Normal Package Deal 15.00 Commission \$4,969.50 Net Total \$28,160.50 Sales Tax

07/10/12

Total

Station

\$1,055.00 Norfolk (WVEC) (WVEC)

Date Entered

Norfolk (WVEC) (W By Broadcast Month		Rate
Sep. 2012	39	\$33,130.00
Grand Total:	39	\$33,130.00

Comments

ELEMENT AT POSTION 1 IN 7/10/12

Entered

												RATE, 13 NEWS AT 11
13.0 Revised Line / SPOT	09/06/12-09/06/12	4	:30 11P- 11:35P	(ET)		1					Norfalk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 7/10/12 DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11
13.1 Normal Line / SPOT	09/06/12-09/06/12	4	:30 11P- 11:35P	(ET)		2		2 \$1,055	.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 8/28/12 DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11
14.0 Normal Line / SPOT	09/06/12-09/13/12	4	:30 5A- 5:58A (E	T)		1		2 \$450	.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 7/10/12 DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<
15.0 Normal Line / SPOT	09/06/12-09/13/12	4	:30 6P- 6:30P (ET	ח		1		2 \$1,080	.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 7/10/12 DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<
16.0 Normal Line / SPOT	09/06/12-09/06/12	4	:30 6:58P- 7:28P	(ET)		1		1 \$1,440	.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 7/10/12 DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<
17.0 Normal Line / SPOT	09/13/12-09/13/12	4	:30 7:28P- 7:57P	(ET)		1		1 \$1,440	.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN 7/10/12 DAYDETAILEDPERIOD IS RATE, JEOPARDY<
<u> </u>				CONFI	RMAT	ION CO	NTRA	ACT				
ccepted-Agency/Advertiser:		Date	::	Accepted-Station	n:			Date:		Comments:		

SPW Mo Tu We Th Fr Sa Su Spots

B/E Bookend P/B Piggy Back



Contract # Schedule Dates Advertiser Agency/T-Code Brand Sales Office

Buyer Name

Phone/Fax

Account Types

Billing Type

Comments

841571 09/05/12-09/13/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) American Crossroads (171747) Blair, Cheryl (2205) TeleRep - Philadelphia MARONEY, STEPHANIE

National/Political Issue - Agency

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

(202) 559-6428 /

Weekly/Irregular

11/27/690

Date Entered 07/10/12 Last Modified 08/29/12 Entered By Penne Marsh No CO-OP Headline # 06225790 Order Type Normal Package Deal 15.00 \$4,969.50

\$28,160.50

Net Total

Norfolk (WVEC) (WVEC) By Broadcast Month Sep. 2012 39 Rate \$33,130.00 Grand Total: \$33,130.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We Th	Fr	Sa S	u Spot	Rate	Total	Station	Comments	Entered
18.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	9A- 10A (ET)				1				\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
20.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	SA- 5:58A (ET)			1							Norfalk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
20.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	5A- 5:58A (ET)			2					\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/28/12
21.0	Revised Line / SPOT	09/04/12-09/11/12	4	:30	6P- 6:30P (ET)			1							Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
21.1	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6P- 6:30P (ET)			2					\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/28/12
23.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	7:28P- 7:57P (ET)			1					\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
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ccented-	Agency/Advertiser:			Date:	Accepted-	Station:							Date:	Comments:			

B/E Bookend P/B Piggy Back



Contract # 841571
Schedule Dates 09/05/12-09/12
Advertiser American Cross
Agency/T-Code Crossroads Mec
Product Political - Non-B
Brand American Cross
Salesperson Blair, Cheryl (2:
Sales Office TeleRep - Philia
Buyer Name MARONEY, STEI
Phone/Fax (202) 559-6428

Weekly/Irregular

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

CPE

Account Types

Billing Type

Comments

Date Entered 07/10/12 09/05/12-09/13/12 Last Modified 08/29/12 American Crossroads (33954) Entered By Penne Marsh Crossroads Media LLC (2774)/055317791 CO-OP No Headline # 06225790 Political - Non-Ballot Issue (1196) American Crossroads (171747) Order Type Normal Blair, Cheryl (2205) Package Deal TeleRep - Philadelphia 15.00 MARONEY, STEPHANIE Commission \$4,969.50 (202) 559-6428 / 11/27/690 Net Total \$28,160.50 National/Political Issue - Agency

ine	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Τu	We T	hΙ	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entere
24.0 F	Revised Line / SPOT	09/04/12-09/11/12	4	:30	9A- 10A (ET)			1								Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
24.1	lormal Line / SPOT	09/11/12-09/11/12	4	:30	9A- 10A (ET)		4	2					2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/28/12
25.0	lormal Line / SPOT	09/12/12-09/12/12	4	:30	11P- 11:35P (ET)				1				1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
26.0	lormal Line / SPOT	09/05/12-09/12/12	4	:30	SA- 5:58A (ET)				1				2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
27.0	lormal Line / SPOT	09/05/12-09/12/12	4	:30	6P- 6:30P (ET)				1				2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
28.0 F	levised Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)				1							Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
28.1	lormal Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)				2				2	\$1,440.00	\$2,880.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	8/28/17
		<u>-</u>			CON	1F1F	RMA	TI	ION	ΙC	OI	NTF	RAC.	T				
epted-A	Agency/Advertiser:			Date:	Accepted-S	tation:								Date:	Comments:			

B/E Bookend P/B Piggy Back



Contract # 841571 Schedule Dates 09/05/12-09/13/12 Advertiser Agency/T-Code Brand Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE Buyer Name Phone/Fax

11/27/690

Weekly/Irregular

National/Political Issue - Agency

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

CPE

Account Types

Billing Type

Comments

Date Entered 07/10/12 Last Modified 08/29/12 Penne Marsh American Crossroads (33954) Entered By No Crossroads Media LLC (2774)/055317791 CO-OP Headline # 06225790 Political - Non-Ballot Issue (1196) Demo American Crossroads (171747) Order Type Normal Package Deal 15.00 \$4,969.50 (202) 559-6428 /

Net Total

Sales Tax

\$28,160.50

Norfolk (WVEC) (WVEC)

By Broadcast Month Spots Sep. 2012 \$33,130.00 Grand Total: \$33,130.00 39

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We T	h Fr	Sa S	Spot	s Rate	Total	Station	Comments	Entere
29.0	Normal Line / SPOT	09/05/12-09/05/12	4	:30	7:28P- 7:57P (ET)				1				1 \$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
30.0	Normal Line / SPOT	09/05/12-09/12/12	4	:30	9A- 10A (ET)				1				2 \$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
31.0	M/G For 11.0.1 / SPOT	09/09/12-09/09/12	4	:30	6P- 6:30P (ET)						1		1 \$480.00	\$480.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	8/29/12
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cepted	Agency/Advertiser:			Date:	Accepted-	Station:							Date:	Comments:			

B/E Bookend P/B Piggy Back

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	ate:
WVEC	Norfo	IK			9/4
I, Stephanie N	⁄laroney				•
do hereby reque	st station time conce	erning the follo	owing issue:		
American Cro 1401 New Yor Washington, I Treasurer: Ma	rk Avenue Suite 1 DC 20005	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As C	Drder			
Total Char	ges: # 28	160.5	50	Net	
This broadcast t	ime will be used by:	Americar	n Crossroads	j.	
	rogramming (i elating to any		-		
	☐ Yes			× No	

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841571

importance," list the name	nmunicates a message relating to a of the legally qualified candidate(s) he date(s) of the election(s) (if app	the programming refers to, the
For programming that "comimportance," attach Agreed	municates a message relating to a Upon Schedule (Page 3)	ny political matter of national
I represent that the paymen	t for the above described broadcas	t time has been furnished by:
Treasurer Margee Cland	у	
	nnounce the time as paid for by sucther than an individual person, is:	ch person or entity. The entity
☐ a corporation; ☐ a c	ommittee; 🗵 an association; 🗆	or other unincorporated group.
	resses of the chief executive office ed below (may be attached separat	
	T DISCRIMINATE OR PERMIT IN THE PLACMENT OF ADVE	DISCRIMINATION ON THE BASIS
easonable attorney's fees, that dvertisement(s). For the abo	harmless the station for any dama, may ensue from the broadcast of ve-stated broadcast(s), I also ag I be delivered to the station at le led broadcasts.	the above-requested ree to prepare a script,
TO BE	SIGNED BY ISSUE AD	VERTISER
8/3/12 St	yh Muz	703-299-1760
Date	Signature	Contact Phone Number
TO BE SI	GNED BY STATION R	EPRESENTATIVE
Accepted	Accepted in Part	Rejected
Jenne // Jacob	1 Tenne Marsh	MSC Title

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